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### IN THE CLAIMS

Please amend the claims as follows wherein new text is indicated with underlining and deleted text is indicated with ~~striketrough~~ or [[double brackets]].

1. (Currently Amended) A method of offering a product for sale presented on an interactive media system comprising:

displaying an advertising message on said interactive media system comprising at least one visual image of said product;

receiving a response from a viewer to said advertising message;

checking if more than one version of a ~~plurality of versions exist for~~ said product

contained within said product advertising message exist and if more than one version of said product exist then [[;]]

comparing said more than one version of said product ~~plurality of versions~~ with previously collected and stored preference information associated with said viewer, and [[;]]

automatically selecting ~~at least one version of said product~~ from said more than one version of said product ~~plurality of versions~~ based on said previously collected and stored preference information;

displaying information describing said one version; and

displaying purchasing information that allows an easy purchase of said one version of said product.

2. (Currently Amended) The method as set forth in [[of]] claim 1 wherein said step of displaying [[a]] purchasing information [[icon]] further comprises:

checking if billing and shipping information exist for said viewer; and

displaying a single step purchase icon if said billing and shipping information exists.

3. (Currently Amended) The method as set forth in [[of]] claim 1, said method further comprising:

displaying said billing and shipping information.

4. (Currently Amended) The method as set forth in [[of]] claim [[1 wherein said icon is combined with a displayed image prior to broadcast of said image.

5. (Currently Amended) The method as set forth in [[of]] claim 1 wherein said icon is combined with a displayed image in a receiving unit.

6. (Currently Amended) A system for advertising and purchasing products presented on an interactive television system comprising:

a first database that contains customer identification and previously collected and stored preference information;

a second database containing information describing said products contained in at least one advertisement;

a first program that receives a user response to said advertisement presented on said interactive television system and that checks for versions of said products associated with said advertisement and automatically selects one version of each of said products based on said previously collected and stored preference information if more than one version ~~a plurality of versions~~ of said products exist;

a second program that presents information of said one version to a viewer; and

a third program that produces purchasing information that allows an easy purchase of said one version of said products.

7. (Currently Amended) The system as set forth in [[of]] claim 6 wherein said third program further comprises [[:]] a routine that checks if billing and shipping information exists for said viewer and that produces a single step purchasing icon if said billing and shipping information does exist.

8. (Currently Amended) A method of offering a product for sale presented on an interactive media system comprising:

- identifying a viewer;
- accessing previously collected and stored preference information for said viewer;
- accessing information for said product that is advertised on said interactive media system;
- checking if more than one version of a plurality of versions exist for said product exist;
- automatically selecting at least one version of said product from said more than one version plurality of versions based on said previously collected and stored preference information if said more than one version of said product exists plurality of versions exist;
- displaying information describing said one version; and
- displaying a purchasing icon that allows an easy purchase of said one version of said product.

9. (Currently Amended) The method as set forth in [[of]] claim 8 wherein said step of displaying a purchasing icon further comprises:

- checking if billing and shipping information exist for said viewer; and
- displaying a single step purchase icon if said billing and shipping information exists.

10. (Currently Amended) A system for advertising and purchasing products presented on an interactive television system comprising:

- a first database that contains customer identification and previously collected and stored preference information;
- a second database containing information describing said products contained in an advertisement;
- a first program that checks for versions of said products associated with said advertisement on said interactive television system and automatically selects one version of each of said products based on said previously collected and stored preference information if more than one version exists for a plurality of versions of said products exist;

a second program that presents information of said one version to a viewer; and  
a third program that produces a purchasing icon that allows an easy purchase of said one version of each of said products.

11. (Currently Amended) The system as set forth in [[of]] claim 10 wherein said third program further comprises [[:]] a routine that checks if billing and shipping information exists for said viewer and that produces a single step purchasing icon if said billing and shipping information does exist.

12. (Currently Amended) A method of advertising and selling products presented on an interactive media system comprising:  
generating an interactive access point on said products displayed on said interactive media system;  
receiving an input from a viewer in response to said viewer activating said interactive access point;  
identifying said viewer from said input;  
checking for previously collected and stored preference information associated with said viewer;  
checking if more than one version exists ~~a plurality of versions~~ of said product ~~exist~~;  
automatically selecting ~~at least~~ one version of said product from said more than one version of said product ~~plurality of versions~~ based on said previously collected and stored preference information if more than one version ~~a plurality of versions~~ of said product exist;  
displaying information describing said one version; and  
displaying purchasing information that allows an easy purchase of said one version of said product.

13. (Currently Amended) The method as set forth in [[of]] claim 12 wherein said step of displaying [[a]] purchasing information ~~icon~~ further comprises:  
checking if billing and shipping information exist for said viewer; and

displaying a single step purchase icon if said billing and shipping information exists.

14. (Currently Amended) A method of advertising and selling a product on an interactive media system comprising:

identifying a viewer;

accessing demographic information associated with said viewer;

selecting an advertisement type employing said demographic information;

selecting one advertisement that corresponds to said advertisement type from a plurality of advertisements;

associating said one advertisement with said product contained within a displayable image;

producing an interactive access point that is associated with said product, said interactive access point providing an interactive link for allowing said viewer to purchase said product;

receiving a user response to activation of said interactive access point;

checking for previously collected and stored preference information associated with said viewer;

checking if more than one version exists ~~a plurality of versions~~ of said product exist;

automatically selecting ~~at least~~ one version of said product from said more than one version of said product ~~plurality of versions~~ based on said previously collected and stored preference information if more than one version ~~a plurality of versions~~ of said product exist;

displaying information describing said one version; and

displaying purchasing information that allows an easy purchase of said one version of said product.

15. (Currently Amended) The method as set forth in ~~in~~ claim 14 wherein said step of displaying ~~[[a]]~~ purchasing information ~~icon~~ further comprises:

checking if billing and shipping information exist for said viewer; and

displaying a single step purchase icon if said billing and shipping information exists.

16. (Currently Amended) The method as set forth in ~~[[of]]~~ claim 14 ~~[[13]]~~ wherein said step of producing an interactive access point that is associated with said product ~~indicator~~ further comprises:

changing the appearance of said product ~~[[object]]~~.

17. (Currently Amended) The method as set forth in ~~[[of]]~~ claim 14 ~~[[13]]~~ wherein said step of producing an interactive access point that is associated with said product ~~indicator~~ further comprises:

displaying an icon in conjunction with said product ~~[[object]]~~.

18. (Currently Amended) The method as set forth in ~~[[of]]~~ claim 14 ~~[[13]]~~ wherein said step of producing an interactive access point that is associated with said product ~~indicator~~ further comprises:

displaying text over said product ~~[[object]]~~.

19. (Currently Amended) The method as set forth in ~~[[of]]~~ claim 14 ~~[[13]]~~ wherein said step of producing an interactive access point that is associated with said product ~~indicator~~ further comprises:

displaying a graphic image over said product ~~[[object]]~~.

20. (Currently Amended) The method as set forth in ~~[[of]]~~ claim 18 ~~[[17]]~~ wherein said step of displaying text further comprises:

warping said text to conform to the shape of said product ~~[[object]]~~.

21. (Currently Amended) The method as set forth in ~~[[of]]~~ claim 19 ~~[[18]]~~ wherein said step of displaying a graphic image further comprising:

warping said graphic image to conform to the shape of said object.

22. (Currently Amended) A system for advertising and purchasing a product presented on an interactive media system comprising:

a first database that contains customer identification and previously collected and stored preference information;

a second database that contains customer demographic information;

a third database containing information describing a plurality of product advertisements;

a first program that associates a product advertisement presented on said interactive media system ~~of said plurality of product advertisements~~ for said product with a [[said]] customer using said demographic information;

a second program that checks for versions of said product associated with said product advertisement and automatically selects ~~at least~~ one version of said product based on said previously collected and stored preference information if more than one version a ~~plurality of versions~~ of said product exist; and

a third program that produces purchasing information that allows an easy purchase of said one version of said product.

23. (Currently Amended) The system as set forth in ~~[[of]]~~ claim 22 wherein said third program further comprises ~~[[:]]~~ a routine that produces a first purchasing icon if billing and shipping information exists for said customer and that produces a second purchasing icon if said billing and shipping information does not exist.

24. (Currently Amended) The system as set forth in ~~[[of]]~~ claim 23 ~~[[22]]~~ wherein said first purchasing icon is a single step purchasing icon.

25. (Currently Amended) The system as set forth in ~~[[of]]~~ claim 22 wherein said first database further comprises:  
information of past purchases by said customer.

26. (Currently Amended) The system as set forth in [[of]] claim 22, said system further comprising:

a program that determines a price for said product employing loyalty information.

27. (Currently Amended) The system as set forth in [[of]] claim 26 wherein said loyalty information further comprises:

a history of past purchases of products from the same retailer.

28. (Currently Amended) The system as set forth in [[of]] claim 26 wherein said loyalty information further comprises:

a history of past purchases of products from the same manufacturer.

29. (Currently Amended) A system for advertising and selling a product presented on an interactive television system comprising:

a first database that contains customer identification and previously collected and stored preference information;

a second database containing information describing a plurality of product advertisements;

a first program that associates one product advertisement of said plurality of product advertisements with said product presented to a viewer on said interactive television system and that produces a visual indicator;

a second program that checks for versions of said product associated with said one product advertisement and automatically selects ~~at least~~ one version of said product based on said previously collected and stored preference information if more than one version ~~a plurality of versions~~ of said product ~~exists~~ exist; and

a third program that produces a purchasing icon that allows an easy purchase of said one version of said product.

30. (Currently Amended) The system as set forth in [[of]] claim 29 wherein said third program further comprises: a routine that produces a first purchasing icon if billing and



shipping information exists for said customer and that produces a second purchasing icon if said billing and shipping information does not exist.

31. (Currently Amended) The system as set forth in [[of]] claim 29 wherein said second program operates in response to an input from said viewer.

32. (Currently Amended) A method of offering a product for sale in conjunction with a motion video program presented on an interactive media system comprising:

- displaying a promotion for a second motion video program to be presented at a predetermined time;
- identifying a viewer;
- accessing previously collected and stored preference information for said viewer;
- accessing information for a product to be advertised;
- checking more than one version of a plurality of versions exist for said product exists;
- automatically selecting at least one version of said product from said more than one version of said product plurality of versions based on said previously collected and stored preference information if said more than one version of said product plurality of version exist;
- displaying information describing said one version at a time that allows delivery of said product prior to presentation of said second motion video program; and
- displaying a purchasing icon that allows an easy purchase of said one version of said product.

33. (Currently Amended) The method as set forth in [[of]] claim 7 wherein said step of displaying a purchasing icon further comprises:

- checking if billing and shipping information exist for said viewer; and
- displaying a single step purchase icon if said billing and shipping information exists.